Tactic #5: Skyscraper technique

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to use the skyscraper technique

- The skyscraper technique involves looking at the content that's already out there and creating a bigger and better piece
- The easiest way to do this is to improve listicles by adding more items to them
- After you write the improved piece, you go to every blog that links to shorter lists on the topic and message them pointing out that you have a better list - they will usually agree to replace the link with yours
- Try to create the longest list you can so no one else will attempt to write a longer one (at least for a while)
- Steps for the skyscraper method:
- **#1 Find the biggest and most popular skyscrapers online**

  - you can use a tool like Buzzsumo or Ahrefs
  - look for the most shares, the most referrals, and the most links to the post
  - don't just copy and paste other people's lists, review each item and come up with your own description

- **#2 Build your own skyscraper**

  - check each item from other lists and highlight which ones you want to use
  - add content of your own
  - make sure everything is up to date
  - make the list easy to read and navigate
  - you can group the items by subtopics
  - the idea is to improve the quantity of items, but also their quality

- **#3 Promote your skyscraper**

  - whoever liked and shared the original lists you got inspiration from would probably share yours too
  - you can use Buzzsumo to find these people and message them (but it’s a paid feature)
  - search Google for the original article and you’ll find blogs who shared it as well
  - share your post on social media